

planner's guide



national public health week
april 6-12, 1998



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National Public Health Week

Introduction

An evaluation of National Public Health Week activities for 1997 revealed that large numbers of communities across the country participated in promotional/public awareness events and committed to participating in the future. The materials provided to State and local health departments to assist in the coordination of promotional efforts were perceived to be very helpful and necessary for future Public Health Week planning efforts. Public Health Week coordinators specifically noted the need for additional promotional tips and how-to descriptions that would help them carry out elaborate activities.

The following guide was created in response to the needs and requests of Public Health Week planners. The primary goals of this guide are (1) to identify a process for planning successful Public Health Week activities and (2) to share successful, innovative ideas from throughout the country. The National Public Health Week Steering Committee anticipates that the ideas and activities represented in this guide will be replicated in other parts of the country during Public Health Week 1998, and recommends that coordinators use the new Public Health Week logo and theme, "Healthy People in Healthy Communities."

This guide was developed by the Centers for Disease Control and Prevention (CDC) in cooperation with the National Public Health Week Steering Committee. The committee is composed of governmental agencies, associations, and other organizations that represent Federal, State, and local public health groups and their allies. Its purpose is to provide coordination, planning, and technical support for National Public Health Week and other efforts to market public health to constituents throughout the country. Members of the Committee are listed below.

Best of luck for a successful Public Health Week 1998!

American College of Preventive Medicine
American Public Health Association
Association of Maternal and Child Health Programs
Association of Schools of Public Health
Association of State and Territorial Health Officials
Association of Teachers of Preventive Medicine
Colgate-Palmolive Company
National Association of Counties
National Association of County and City Health Officials
National Association of Local Boards of Health
National Association of State Alcohol and Drug Abuse Directors
National Association of State Mental Health Program Directors
National Health Council
National Public Health Information Coalition
North Carolina Department of the Environment, Health, and Natural Resources

Partnership for Prevention
Public Health Foundation
The Robert Wood Johnson Foundation
U.S. Department of Health and Human Services
Centers for Disease Control and Prevention
Executive Secretariat
Food and Drug Administration
Health Resources and Services Administration
National Cancer Institute
National Center for Health Statistics
Office of Disease Prevention and Health Promotion
Office of Minority Health
Office of Public Health and Science
Region V Office of the Regional Administrator
Region X Office of the Regional Administrator
Washington State Board of Health
West Virginia Department of Health and Human Resources

Great Ideas, Partnerships, Fundraisers, and More From Public Health Week 1997

A Reminder: These tested ideas can be adapted and revised to fit the needs of your community, whether the area you serve is large or small. There are new ideas here for everyone!

Clarke County Health Department, AL

Highlights

- Held an open house.
- The local radio station held a live remote broadcast and announced the winners of an essay contest.
- Winners received a \$50 savings bond, which was donated by county banks.
- Local businesses donated additional prizes.

How To Get Your Local Radio Station to Broadcast at Your Event

Public Health Week planners at Clarke County Health Department called the station manager of WHOD Radio, in Jackson, and asked him to be involved in their Public Health Week event. The manager agreed to participate free of charge, and the station broadcast live from the event for 2 hours. Planners should contact potential radio stations at least 3 weeks in advance, although the need for such a lead time may depend on the size of the radio station. Also, the contact person may be someone other than the manager.

Etowah County Health Department, AL

Highlights

- Placed an exhibit at a local mall.
- A local radio station representative attended the mall exhibit and spoke with health

department representatives about programs and services.

- Staffers distributed literature, and nursing students checked blood pressure.

Jefferson County Health Department, AL

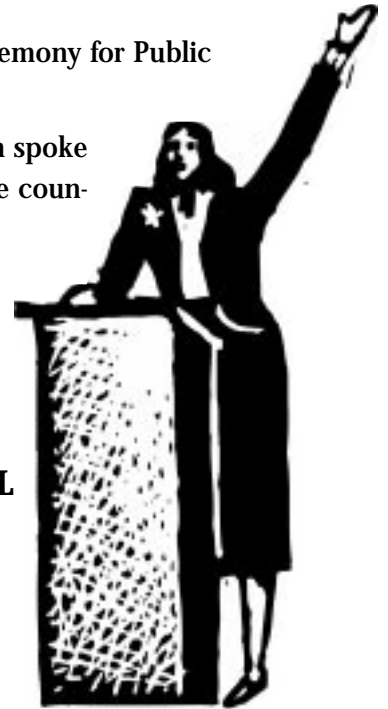
Highlights

- Held an opening ceremony for Public Health Week.
- Dr. Carole Samuelson spoke about the state of the county's health.
- Distinguished guests were honored at the event.

Madison County Health Department, AL

Highlights

- A local TV station developed a series featuring Public Health Week, which included inspections of a hospital and fast-food restaurant and a description of the work of nurses in the health department's mobile unit.



Mobile County Health Department, AL

Highlights

- The health department organized a wellness walk. Employees walked from the health department to Bienville Square at noon.
- The event was covered by three local TV stations and one radio station.

National Public Health Week

Monroe County Health Department, AL

Highlights

- The health department conducted a health fair in the Walmart parking lot.
- Information was displayed and distributed.

Tuscaloosa County Health Department, AL

Highlights

- The department organized a health fair.
- The University of Alabama mascot, “Big Al,” attended and gave balloons to children.

Conway County Health Department, AR

Highlights

- A representative gave a presentation about healthy eating to local bank employees.

Izard County Health Department, AR

Highlights

- Organizers created press releases featuring dates and times of three health fairs.
- Press releases were copied onto neon paper and distributed by a local pharmacist in prescription bags. They also were posted on bulletin boards in local businesses.

Phillips County Health Department, AR

Highlights

- Organizers held a Public Health Week parade in West Helena, kicking off the week.

Polk County Health Department, AR

Highlights

- Organizers sponsored a luncheon for local doctors, funeral homes, and county and State officials.

Arizona State Health Department

Highlights

- Organizers held a second annual Wellness Symposium, featuring Hugh Downs, of ABC's “20/20,” and Ben Davidson, former Oakland Raider football player.
- They conducted an educational conference on domestic violence, titled “One Voice.” The conference targeted community leaders.
- Organizers distributed 250,000 Public Health Month tabloids at Subway sandwich shops and Safeway stores. The tabloid was sponsored by more than 17 community sponsors.
- A first annual “Public Health Partnership Award” was presented to an organization or individual from the private sector who has done the most to further public health goals.
- Public Health Month was advertised at a local theater chain. A Public Health Month slide was created and shown before the movie presentations.

How To Advertise at a Movie Theater

About 3 months prior to Public Health Month, the local movie chain, Harkins, was approached about advertising opportunities. Planners created a Public Health Month slide to be reproduced and distributed to the chain's theaters. Costs for this activity included production and handling fees totaling \$200. For 4 weeks, more than 80 screens in the Phoenix area ran the Public Health Month slide. Planners were told they received more than \$2,500 in advertising services as a result of this partnership.

Apache County Health Department, AZ

Highlights

- Students from Round Valley Primary School and Round Valley Head Start participated in a campaign to promote hand-washing.
- A Public Health photo contest was held.

Yavapai County Health Department, AZ

Highlights

- The health department conducted training in basic food sanitation practices for those in the food services industry at various sites in the county.

Kings County Health Department, CA

Highlights

- Organizers held a library day featuring stories read to children about the importance of a healthful lifestyle.



Los Angeles County Department of Health Services, CA

Highlights

- Organizers published "Public Health Week Post."
- The "Post" provided an array of information on health issues and Public Health Week activities.
- Organizers held an opening ceremony and health fair with over 80 booths.
- The mascot "Polly the Parrot of Prevention" was on hand.
- Theater performances, such as "Public Health's Message Goes To School," were created for elementary and middle-school children.

The events drew many private and public sponsors.

Madera County Health Department, CA

Highlights

- Organizers held a Health and Safety Fair, with 57 groups and organizations participating.

Colorado State Health Department

Highlights

- Organizers celebrated the efforts of Dr. Florence Sabin, who led an effort to improve public health in the State of Colorado.
- They employed the theme "Celebrating 50 years of Progress in Public Health in Colorado" in both State and local promotional efforts.
- They created public health lesson plans featuring "Now and Then" descriptions and the efforts of Dr. Sabin; the lesson plans were disseminated to all fourth-grade teachers in Colorado.
- Organizers worked with the Colorado Historical Society to produce a 2-minute video about Dr. Sabin for Public Health Week; it aired on the program "Colorado Get-A-Ways."
- A historical impersonator was hired to play the role of Dr. Sabin at an elementary school kick-off.

How To in Colorado

Colorado held an initial planning session for State and local Public Health Week planners in early December. At the session, participants determined the theme and discussed State and local activities. Planners remarked after the event that establishing ties among those involved helped in both the planning and communication for Public Health Week.

National Public Health Week

Florida Public Health Association

Highlights

- Organizers held a legislative breakfast during Public Health Week; old and new concerns were discussed.

Pinellas County Health Department, FL

Highlights

- Organizers advertised Public Health Week on the Weather Channel.
- The “crawler” (words written across the bottom of the screen) included messages about public health.

How To Advertise on the Weather Channel

Public Health Week planners called a local cable TV station’s advertising staff to find out more about this type of advertising. They negotiated a rate of \$400 based on the nonprofit status of the agency. They created the text of the ad and submitted it to the station. The “crawler” ad was seen about 80 times during Public Health Week, between the hours of 6 a.m. and midnight. A 2- to 3-month lead time is needed for this type of advertising to ensure space during a desired time slot.

Taylor County Health Department, FL

Highlights

- Organizers made a TV video depicting health department employees in action.
- The program aired on a local TV station.

Butts County Health Department, GA

Highlights

- Organizers placed a Public Health Week banner over the entrance of the health department.
- They held an open house.
- They posted Public Health Week signs at banks, grocery stores, and drug stores.

Stephenson County Health Department, IL

Highlights

- Organizers held a health-awareness day at a child learning center. Public health staff conducted educational programs.

Winnebago County Health Department, IL

Highlights

- The health department promoted its 25th anniversary.
- It created a 25th anniversary tabloid, which was inserted in a local paper.
- It organized a family health fair at a local mall; this included cholesterol screenings, immunizations, science presentation for children, and free trees given to the first 200 people to receive a screening or immunization.

How To Get a Public Health Week Tabloid Into Local Newspapers

Public Health Week planners contacted the local newspaper and inquired about inserting a supplement during Public Health Week. The local paper had a policy of printing one supplement free per month for various causes. The newspaper sold ad space in the supplement, which absorbed the printing costs. Copy for the tabloid was created by health department staff and was submitted to the newspaper. A newspaper photographer visited the health department and took photos for the tabloid.

About 80,000 copies of the tabloid were disseminated to Winnebago County homes on April 8.



Kansas State Health Department

Highlights

- Organizers contacted libraries across the State.
- They offered Public Health Week articles to the libraries, for use in their newsletters.
- They encouraged libraries to set up displays during Public Health Week.

McPherson County Health Department, KS

Highlights

- Organizers set up a Public Health Week display at the county courthouse.

Maryland State Health Department

Highlights

- Organizers held a lunch seminar series on pertinent health topics for all health department employees and outside partners.

Montana State Health Department

Highlights

- Organizers developed a Public Health Week television PSA.
- They purchased air time during Public Health Week for the PSA.
- Health officials appeared on a TV show geared for seniors titled "Aging Horizons," which aired on the Discovery Channel.
- Organizers had printed employee pay stubs statewide (about 12,000) with the message "Public Health: An Investment in Your Future...Support Public Health Week, April 7-13."

New Jersey State Health Department

Highlights

- Organizers held the second annual "Public Health Symposium."
- The program was coordinated by a consortium of local universities and graduate schools.
- Keynote speaker was Marilyn Aquirre-Molina, Senior Program Officer, Robert Wood Johnson Foundation.

National Public Health Week

Rockaway Township Health Department, NJ

Highlights

- Organizers held a poster contest for children in kindergarten through 8th grade; the entries depicted "Ways To Stay Healthy."
- The mayor and other health officials judged the contest.
- All participants received certificates; prizes were solicited from local businesses.

North Carolina State Health Department

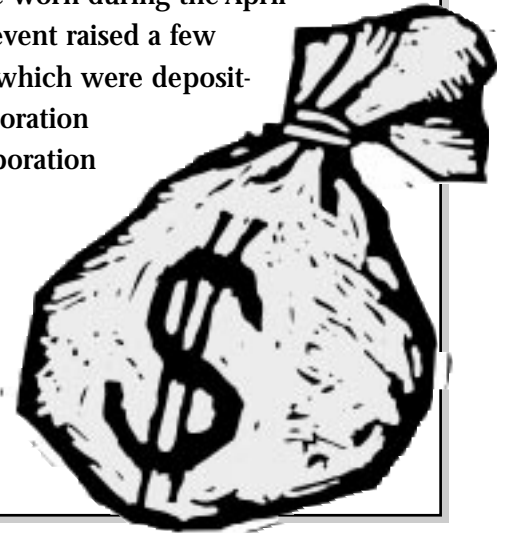
Highlights

- Organizers sent an extensive Public Health Month packet to planners.
- The packet included information on the Public Health Month Awards for Outstanding Achievement.
 - This program recognizes innovative and effective events that promote public health.
 - Winners are judged on community involvement, obtaining support, level of awareness created within the community, and creativity.
 - Winners are chosen by the Public Health Month committee and receive a plaque and a check for either \$100 or \$150 worth of Public Health Month merchandise.
- Organizers conducted a yearly Public Health Month survey to evaluate activities and statewide participation levels.
- Public Health Month T-shirts were sold as a fundraiser.

Fundraising Ideas

North Carolina hosted its annual T-shirt sales event to raise money for Public Health Month. Orders for the shirts from State and local health department staff were placed by February.

T-shirts were disseminated to the purchasers so that they could be worn during the April celebration. The event raised a few thousand dollars, which were deposited in a 501C corporation account. The corporation then was able to spend money on necessary Public Health Month merchandise for State and local health departments.



Alamance County Health Department, NC

Highlights

- Organizers developed an Internet homepage for Public Health Month; the homepage advertised each week's events.
- They held an employee cooking contest, "Cooking for Health;" recipes were first screened for their health value.
- Key local officials were asked to judge the contest, and many prizes were awarded.
- Organizers sponsored an event at the local racetrack, which included a staffed booth.

Columbus County Health Department, NC

Highlights

- Organizers held health fairs in churches and community centers.
- They also conducted a Public Health Month program on a local college television show.

Wilson County Health Department, NC

Highlights

- Organizers held four community health fairs with different audiences in mind; one targeted children.
- They held a silent auction to raise money for AIDS service organizations in the county.

Ohio State Health Department

Highlights

- Organizers sent an e-mail message to all health department employees, informing them of the date, themes, and speakers for Public Health Week.

Philadelphia Department of Public Health, PA

Highlights

- Organizers conducted an asthma awareness program for patients and educators with special guest Jackie Joyner-Kersey.

South Carolina State Health Department

Highlights

- Organizers held a kick-off reception at the State museum.
- First Lady Mary Wood Beasley attended and presented the Governor's Public Health Week Proclamation.

- Awards presented included "Pat on the Back Awards" and the award for the Public Health Essay Contest winner.
- Organizers held a silent auction fundraiser.



Fundraising Ideas

A solicitation letter from the president of the South Carolina Public Health Association was created and mailed to prospective donors in January 1997. Three categories of donors were identified: entertainment, food, and personal services. Within these categories, a multitude of potential donors were contacted. The auction took place during the Public Health Association's annual meeting in May. About \$3,000 was raised for 1998 Public Health Month activities.

Trident County Health Department, SC

Highlights

- Organizers held a Public Health Week yard sale.

Fundraising Ideas

For the yard sale, items were solicited by the health department from employees and community members. About \$320 was raised for a special fund to aid families in need.

McMinn County Health Department, TN

Highlights

- Organizers held a coloring contest for children.
- In the local newspaper was placed a contest picture, which children could color and enter into the contest.
- Prizes were donated by toy stores, banks, and food establishments.

National Public Health Week

Washington County, TN, Johnson City Health Center

Highlights

- Organizers set up a display at a local K-Mart during Public Health Week.
- They sent letters to local day care centers inviting them to bring their children to the health department for the “Children’s Day” event.
- They held a multi-sponsored “circus” in the parking lot, educating more than 400 participants.
- Attractions included Vince and Larry, the seatbelt dummies, Health Woman, and K-9, the police dog.

Utah State Health Department

Highlights

- Organizers held five news conferences, one each day of Public Health Week; the three local TV stations and local newspapers covered the event.

Vermont State Health Department

Highlights

- Organizers created some 600 “Thanks to Our Partners” postcards.
- The postcards were sent to individuals, physicians, and businesses.
- Each postcard was intended to create awareness about Public Health Week while noting the individual’s or organization’s impact on health in the State.

Snohomish Health Department, WA

Highlights

- Organizers compiled a list of influential community members.
- They sent those people a letter from the health officer regarding Public Health Week.
- They conducted an online 1997 Health Investment Survey of 200 Snohomish County teens.
- The survey revealed information on the pressing issues for teens.
- The results of the survey were published in the local newspaper.
- They posted Public Health Week signs at banks, grocery stores, and drug stores.

Washington, DC, Health Department

Highlights

- Organizers set up a “health phone,” allowing community members to receive health tips.
- They turned the lobby of the health department into a vital statistics center with donations of computers and equipment by CNN.
- They held an official signing of a regional health agreement on TB.



Coordinating a Statewide Public Health Week Celebration: Tips From South Carolina and Arizona

Public Health Week activities produce their greatest effect in communities at the local level. Yet State involvement in the effort is of critical importance. The coordination and promotion of Public Health Week at the State level have proven to increase local health department participation while expanding the scope of activities. The following are some tips from States who work closely with their respective local health departments.

South Carolina

Who: 13 local Public Health Month coordinators.

5 State Public Health Month coordinators.

The local level coordinators are responsible for activities in anywhere from 3 to 6 counties. There is a concentrated effort (a big event) in one county; lesser activities are planned for the remaining counties.

The State coordinators are responsible for all State-level promotion.

Meetings: All coordinators attend.

A May evaluation session to assess the success of Public Health Month efforts.

A June or July meeting to plan.

Monthly meetings from August to April.

Activities for the upcoming year are decided by October.

Delegation of Responsibilities:

There is one Chair of Public Health Month and 13 District Appointees, including 4 subchairs who work with the Public Health Association and 3 subchairs who work on areas such as fundraising.

Other Methods of Communication

Minutes of meetings are distributed to all planners. E-mail messages are sent to subcommittee chairs. Participants also receive packets of materials, order forms, and other items.

Arizona

State and Local Health Department Communication:

- Local health departments are informed of a Public Health Month grant through the County Health Officer Association.
 - Local health departments are asked to develop a list of activities they will coordinate (official forms are filled out and faxed in).
 - Forms indicate, for each event, location, who will attend, and the type of event.
 - \$1,000 is dispersed to each selected local health department. The department's activities are added to the statewide tabloid publication.
- Public Health Month materials are mailed to planners.
- Planners communicate with the public information officer (PIO) when they have questions.
- The Office of Local and Minority Health helps plan Public Health Month. It holds bimonthly meetings with all counties represented. Public Health Month is on the meeting agendas, and questions are addressed.

[Note: In Arizona, all counties have participated in Public Health Month since the event began.]

Planning and Coordinating Public Health Week

Statewide coordination is essential for maximizing the impact of Public Health Week. Once a plan of action has been formulated, the specific roles and responsibilities of each participant and organization can be mapped out. The following steps outline an action plan currently used by some States to coordinate their activities.

Step 1: Deciding to participate in Public Health Week

Step 2: Forming a Public Health Week Planning Committee

The committee can include:

- Public health association members
- Local health directors
- Citizen groups
- Environmental groups
- Hospitals and private health providers
- Schools of public health
- Local business leaders
- Elected officials

Individuals can be nominated by their organizations to serve on the Committee.

Step 3: Identifying and requesting participation by individuals from local health departments to serve as Public Health Week Coordinators

Step 4: Planning Committee development and coordination of:

- Statewide Public Health Week marketing plan
- Statewide events, programs, and activities

- Public Health Week materials for local health departments (including dissemination of materials to identified coordinators)
- Private partnerships (including fundraising activities)
- Public Health Week workshop or planning sessions for local health departments

Step 5: Coordinating a Public Health Week leadership conference

The conference would serve as a statewide sharing of ideas as well as a training session on health communication issues for local health departments.

Step 6: Other activities:

- Development of a speakers bureau to be utilized by local health departments
- Development of a statewide awards ceremony recognizing outstanding local public health practitioners
- Development of evaluation materials and their dissemination, collection, and analysis

In addition, specific responsibilities for the following should be identified:

- Public Health Week chairperson
- Reception subcommittees
- Finance subcommittees
- Publicity/marketing subcommittees
- Governmental relations
- Programs/activities subcommittees
- Community agencies coordination subcommittees
- Hospital outreach subcommittee
- Business sponsorship subcommittee

Local health departments should develop and coordinate a scaled-down version of the action plan for their Public Health Week activities.

Developing a Marketing Plan for Public Health Week

Once the appropriate people are assigned to Public Health Week committees, formation of the marketing plan should begin. Coordinators at local health departments also should develop marketing plans.

A strategic marketing plan is a process through which Public Health Week planners must work in order to become confident that particular goals will be met. A marketing plan includes the following components:

- Initial assumptions and problem identification
- Audience Analysis
- Objectives
- Identification and development of messages
- Creation of materials
- Development of strategies
- Timeline and delegation of responsibilities
- Evaluation

Thorough development of each step is important. Consider the following components of devising a strategic marketing plan for Public Health Week:

1. Assumptions. What you believe should be changed or addressed by marketing efforts.

At this stage, you will want to identify the key health issues that are priorities within your community. You should address these issues in your marketing plan.

2. Audiences. Primary and secondary audiences and how to reach them.

Audiences include anyone whom you wish to reach with the message about the health issue. Primary audiences would include the community at risk. Secondary audiences would include other community members, the media, legislators, community leaders, and educators, to name a few.

3. Objectives. What your marketing plan will accomplish if it is successful.

You may wish to answer the following questions to help identify specific objectives:

- How much media coverage do we wish to have?
- How many articles appeared in local newspapers last year, and how many should appear this year?
- How many people do we want to have at our event?
- How many events do we want to have?

4. Messages and benefits.

The messages and benefits of your program, event, or health issue which need to be communicated to the audience.

Messages and themes should resemble slogans; that is, they should be as catchy as possible.

Each slogan should convey the key messages about a particular health issue. The messages should also include any benefits the audience might receive as

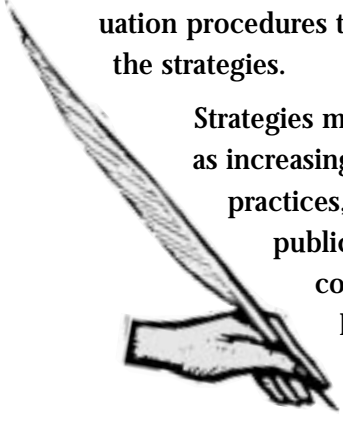


National Public Health Week

a result of conforming to a desired behavior. Messages can be conveyed through brochures, flyers, posters, T-shirts, videos, media, legislators, events, and speakers.

5. Materials. Used to convey the messages and benefits of public health.

6. Strategies. Specific strategies used to reach target audiences with intended messages; also, evaluation procedures to measure the effectiveness of the strategies.



Strategies may be placed in categories, such as increasing awareness of public health practices, creating awareness of public health services, developing community partnerships, and helping elected officials understand and appreciate public health.

7. Timelines and delegation. Development of a work schedule and who will be responsible for each task.

Timelines can be very important in multifaceted marketing plans. A timeline will serve as a checklist, helping to ensure that each detail is attended to. Delegating tasks to committee members will lessen the burden on the coordinator while ensuring that each element of the plan is implemented.

8. Evaluation. A review of the effectiveness of the marketing plan.

It is important to analyze the effectiveness of the marketing plan when Public Health Week is completed. Any problems that stem from the marketing plan should be noted so that they may be compensated for in the following year. Careful consideration and development of the components of the marketing plan will expand the magnitude and reach of Public Health Week activities.

Publicity Ideas for Public Health Week

Effective publicity for Public Health Week events is essential in order to gain community awareness and participation. The following is a list of publicity ideas that may be used to increase the reach and impact of important public health messages. Many of the ideas were implemented by both State and local health departments during Public Health Week 1996 and 1997.

Utilizing Media

- Appearing on local or statewide radio programs
- Appearing on local access television programs
- Getting the local television station to do a story on Public Health Week
- Inviting media to shadow health officials for a day (to promote communication)
- Publishing newspaper articles and advertisements
- Publishing a Public Health Week newspaper or tabloid
- Placing special inserts in newspapers (for local papers)
- Running radio public service announcements



Partnering with Organizations

- Church sermons and bulletin inserts
- Events cosponsored with organizations and companies to promote physical fitness, good health, etc.
- Mall events, such as displays, health fairs, and screenings
- School events, such as poster and creative writing contests, workshops, health fairs, and teen conferences (consider “adopting” a local school and promoting a topic)
- University events (schools of public health, nursing, education, and communication can help plan campus-wide events; students may be able to get university credit for volunteering to help with health promotion activities; faculty may generously give of their time; plan this early)
- Fitness activities coordinated with local health clubs
- Special nutritional/promotional events at local restaurants
- Participation of local legislators; for example, health screenings of legislators at the State House
- Fundraiser lunches and dinners with local business leaders (advertise participants in Public Health Week materials)
- A speakers bureau consisting of public health professionals (offer to give workshops to local businesses, schools)
- Local sports games (professional, semiprofessional, or community teams)
- Events with State professional health associations

National Public Health Week

Channels through which Public Health Week promotional materials may be distributed

- Local businesses
- Local malls
- Local restaurants
- Health clubs
- Sports teams
- Schools/PTAs
- Libraries
- Local grocery stores
- Laundromats
- Movie theaters
- Daycare centers
- Youth centers
- Banks
- Hair salons
- Hospitals
- Dental and medical associations
- Nursing associations
- Senior citizen organizations
- Government organizations (Department of Revenue, Registry of Motor Vehicles, Immigration and Naturalization Services)
- Other health departments
- Health organizations and clubs (Red Cross, Lions Clubs, American Cancer Society)



How To Reach the Community Through Radio

Public Health Week event/program:
Radio Show

Location: Nebraska

Size of population served: Entire State

Total number of people working on this project: 1 to 2

Time needed to plan for and complete the project: 2 months

Step 1: Planning the event

1. Contact local radio stations on which you may wish to appear or with which you have a current relationship.

Choose radio stations based on who your audience is. Radio stations will be able to provide you with demographic information about their target audiences.

2. Ask to speak with the news producer or, in smaller stations, the host of the specific program.

3. Inquire within the health department about existing time slots that may already exist with a particular radio station.

Inquire internally about any other programs on which the health department may appear, such as gubernatorial radio programs.

4. Determine who will appear on the radio show and what they will discuss.

Step 2: Preparing for the radio show

1. Form a list of questions the interviewer may be able to ask.

Nebraska focused its questions on public health in Nebraska, health department programs, and what the health department does in general.

2. Send or fax questions to the host of the program.

3. Inquire about the format of the show, for example, how long it is and whether listeners will be able to call in with questions.

4. Arrive 20 to 30 minutes before air time.

5. Bring any notes, statistics, phone numbers, and quotes you wish to refer to.

Discussion

Radio is an effective medium for communicating messages to small communities as well as large populations. Nebraska's health director was contacted to appear on the governor's office radio program to discuss public health issues. The program was then made available to other radio stations across the State that wished to air the discussion.



How To Reach the Community Through Television

Public Health Week event/program: Guest Appearance on a Local Access Television Program

Location: Methuen, Massachusetts

Size of population served: 25,000 to 49,999

Total number of people working on this project: 1

Time needed to plan for and complete the project: 3 weeks

Decide whether you want to be a guest on an existing program or produce your own Public Health Week Program.

Option A: A Guest Appearance

1. Call the local cable station.
2. Ask to speak with the station manager.
3. Inquire about existing programs that may take an interest in your subject.
4. Contact the hosts of the programs, discuss potential topics (your Public Health Week events, what services the health department provides, etc.).
5. Ask about air times, when and how often a program will be seen, and who the audience is for a particular program.
6. Set dates for appearances. Once you have a date, you can advertise your appearance in other venues.
7. Talk with the interviewer or host two or three times before the program airs about what to expect.

8. Provide the interviewer or host with a summary of what you will talk about and a list of possible questions the interviewer might ask you.

9. Provide the interviewer with phone numbers you wish to advertise during the program. Discuss any visuals you might want to use.

10. Rehearse responses to the questions you prepare.

The Day of the Event

1. Wear solid colors, avoid prints, white, and, in some cases, blue (inquire about this).
2. On the day of the show, arrive at least 30 minutes early.
3. Come prepared with notes and statistics.
4. Expect to be given a brief orientation to the studio and set.
5. Expect about 10 minutes for prepping: discussing where to look, how to interact with the host during the taping, etc.

Option B: Producing Your Own Local Access Program

(It will take 2 to 4 weeks to plan and implement this option.)

1. Call the local cable television station.
2. Ask to speak with the station manager.
3. The station manager will discuss with you the process of producing your own program, including necessary training.
4. Some States may charge a membership fee to cover costs of training.
5. Consider having more than one person from your health department trained to be a program host. If there is a conflict on the day of the program, you will have a back-up host.



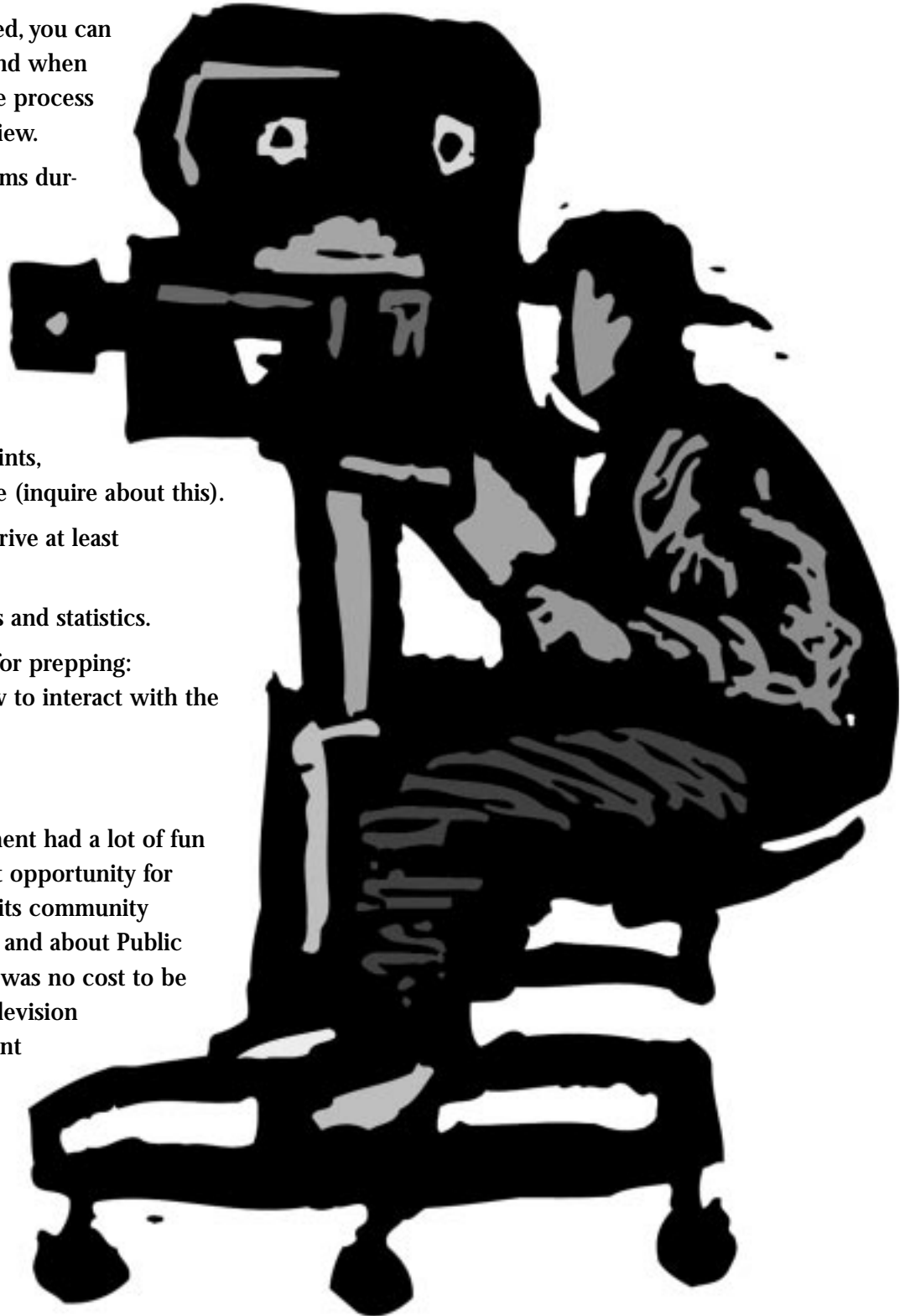
6. Be prepared to spend about 6 hours in training to become oriented to the set.
7. Once you have been trained, you can determine topics to discuss and when to discuss them, and begin the process of identifying guests to interview.
8. You can have a few programs during Public Health Week or an ongoing program in which you highlight different events and activities throughout the year.

The Day of the Event

1. Wear solid colors, avoid prints, white, and, in some cases, blue (inquire about this).
2. On the day of the show, arrive at least 30 minutes early.
3. Come prepared with notes and statistics.
4. Expect about 10 minutes for prepping: discussing where to look, how to interact with the guest during taping, etc.

Discussion

The Methuen Health Department had a lot of fun with this event. It was a great opportunity for the health department to tell its community about the services it provides and about Public Health Week activities. There was no cost to be a guest on this local access television program, which made the event affordable for everyone. Furthermore, people who have their own shows are always looking for new and interesting guests.



How to Reach the Community Through Print

Public Health Week event/program:
Statewide Tabloid

Location: Arizona

Size of population served: Entire State

Total number of people working on this project: 25 (on full committee)

Time needed to plan for and complete the project: Begin planning in August

Step 1: Creating committees

1. Determine what committees are necessary and who should participate.

Arizona's full committee participated in the planning of all of their Public Health Week activities. The committee comprised members of the State health department, the hospital association, county health departments, Motorola, and many others. Arizona benefited from the diversity of the committee; they were able to network among committee members to help locate possible partners.

2. Identify the tasks of the subcommittees.

Arizona had five subcommittees: a private sector partnerships committee, public sector committee, department of health services committee, publications committee, and the speakers bureau committee.

3. Plan a meeting schedule for committees.

Planning for the tabloid should commence in August. Arizona's full committee met once each month, while the subcommittees met one to two times each month.

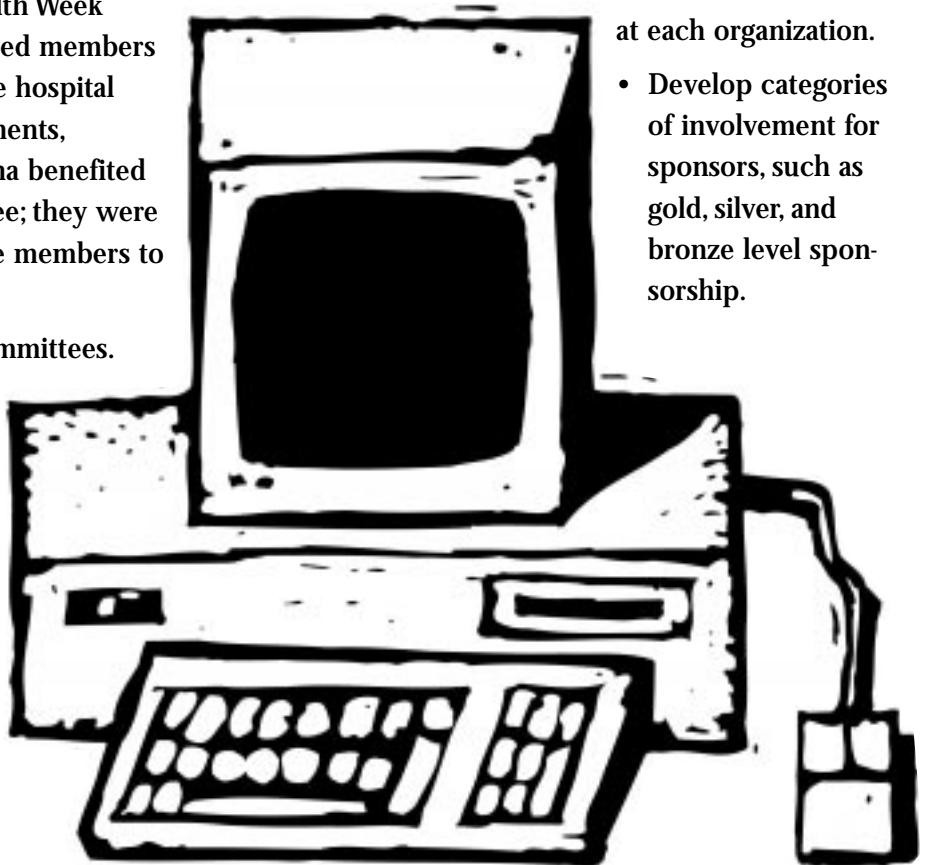
Step 2: Planning the tabloid

1. Determine the content of the tabloid.

Content can include articles on the health of the State and its counties, human interest stories, and a Public Health Week activities schedule.

2. Create partnerships; raise funds.

- Create a list of possible partners to contact, such as health organizations, companies, businesses, and hospitals.
- Create a solicitation letter or pitch letter. Arizona addressed its letters to the "Wellness Coordinator" at each organization.
- Develop categories of involvement for sponsors, such as gold, silver, and bronze level sponsorship.



- Offer each category of sponsorship different benefits. Arizona offered gold level sponsors recognition in the tabloid, an ad in the tabloid, and their names and logos in the tabloid and on posters for Public Health Week.
- Give sponsors copies of the tabloid to distribute within their organizations.
- Offer sponsors access to the speaker's bureau. The speakers offered to make presentations to the various organizations upon request.

3. Follow-up.

After sending letters to potential sponsors, follow up with telephone calls; a personal touch is necessary.

4. Printing.

Once the text is ready, and the sponsors are confirmed, the tabloid can be printed. Arizona had a graphic designer configure the articles and photos. When the design work is complete, the tabloid can be taken to a printer and copies can be produced.

5. Dissemination of the tabloid.

- Dissemination of the tabloid should begin in March.
- Because of sponsorship by the grocery chain Safeway, more than 200,000 copies were disseminated to customers (the tabloid was placed in grocery bags).
- Other copies were distributed by county health department employees to schools, libraries, businesses, banks, restaurants, bowling alleys, and hospitals.
- The tabloid was also distributed at hot dog stands in baseball parks.

Discussion

The tabloid was one of Arizona's highly successful Public Health Week activities. More than 300,000 copies were distributed throughout the State. The cost to produce the tabloid was approximately \$19,000. More than \$9,000 was raised through sponsorship to cover the cost, and the State health department assumed the rest of the expense.

Media attention to the tabloid was gained on radio and in newspapers. Because of the overwhelming success of this effort, other community organizations and businesses volunteered to be sponsors for the 1997 Public Health Week tabloid.

How To Create Partnerships To Increase the Impact of Events

Public Health Week event/program: Planet Healthy World Luncheon

Location: Winnebago, Illinois, County Health Department

Size of population served: 250,000

Total number of people working on this project: Steering committee: 12; luncheon, health fair, run: 9 to 11; volunteers: about 100

Time needed to plan for and complete the project: 9 to 11 months

Step 1: Planning the event(s)

Develop a steering committee to oversee planning.

The amount of time needed to plan the events will depend on the scope of the events. Determine which events you wish to have, who will be responsible for overseeing and planning each event, and who will be potential partners. You may wish to include partners on the steering committee. If you plan to have multiple events, begin planning as early as possible, preferably in August.

Step 2: Approaching the media

1. Contact radio stations to run PSAs.

Choose radio stations based on who your audience is.

2. Contact local newspapers.

Local newspapers may be willing to provide advertising space at no cost or at a reduced cost.

3. Contact television stations.

Winnebago County Health Department called its local NBC affiliate and spoke with the Public Service Coordinator, the person responsible for coordinating the public service accounts. After educating the Public Service Coordinator about the health department and Public Health Week, they agreed to air 10- and 30-second spots. The spots aired during the month before the events.

Step 3: Gaining partners

1. Develop a pitch or donation letter.

The Winnebago County Health Department was fortunate to receive help from the NBC affiliate's Public Service Coordinator in developing its pitch letter. A pitch letter should explain why the organization should donate money; what the benefits of doing so will be; the denominations of donations; events that will take place; and the timeframe in which sponsorship will be accepted. Send letters to potential partners, such as health departments, medical organizations, media representatives, school officials, community and industry leaders, park personnel, and mall personnel. Mail 4 months in advance.

2. Determine your financial needs for the event(s).

Winnebago County had denominations of \$1,750, \$1,000, \$500, \$200, and \$100. Each denomination, or level of sponsorship, granted different benefits to the sponsor; for example, higher priced sponsors received more advertising space on brochures and promotional materials and had their names placed in television ads. The different activities (luncheon, run, health fair) had different sponsorship packages. At the luncheon, some major sponsors were given their own table and were recognized.

3. Have an attorney set up an account which will receive the money.

Step 4: Planning the individual events

The Luncheon (with an environmental theme).

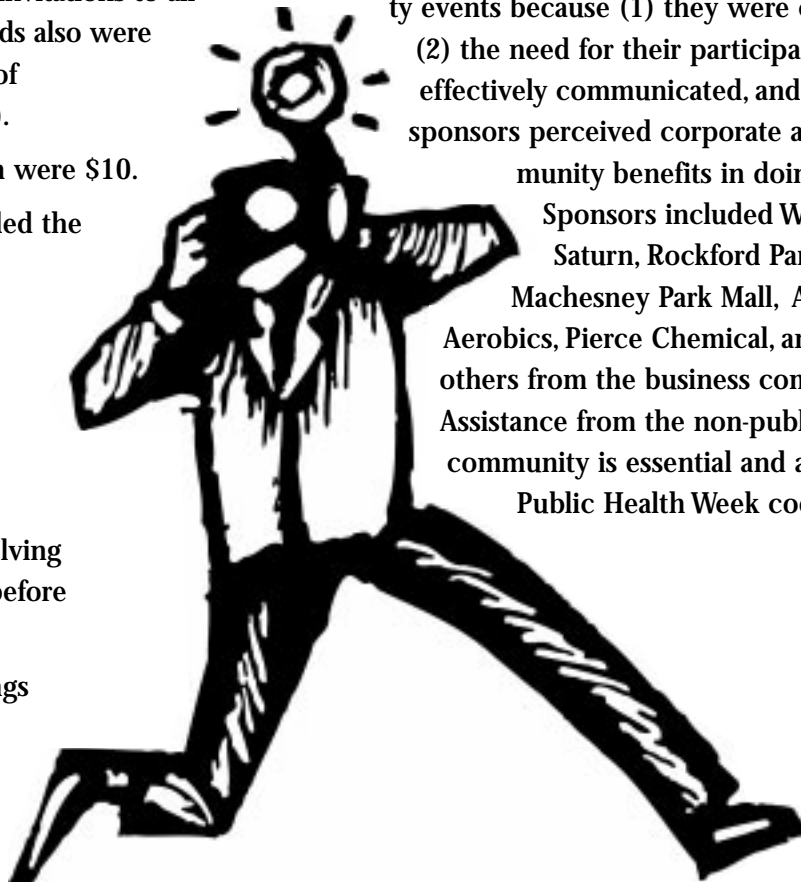
- Plan the luncheon: speakers, food, room, tickets, equipment, invitations, and whom to invite.
- Mail invitations. In this case more than 2,200 invitations were mailed to members of religious organizations, State health officials, environmental groups, and business leaders (CEOs, engineers, architects).
- Purchase the mailing list for the Chamber of Commerce and send invitations to all members (in this case, ads also were placed in the Chamber of Commerce's newsletter).
- Tickets for the luncheon were \$10.
- About 280 guests attended the luncheon.
- Program partners introduced the speakers.
- Health Department displays were set up in the luncheon hall.
- A press conference involving the speakers was held before the luncheon.
- Blood pressure screenings were held.

Discussion

The Winnebago County Health Department, along with the Illinois Department of Public Health, planned many successful events for its Public Health Month. Through partnerships, large-scale events, such as a 5-kilometer run, a luncheon, a family health fair at a local mall (immunizations, hearing screenings, blood pressure checks, water testing, and a toxic waste cleanup van), and an appearance by "Captain Planet" were possible. Free trees were given out to the first 300 guests at the health fair.

Many sponsors participated in these community events because (1) they were contacted, (2) the need for their participation was effectively communicated, and (3) the sponsors perceived corporate and community benefits in doing so.

Sponsors included WTVO-TV, Saturn, Rockford Park District, Machesney Park Mall, Aqua Aerobics, Pierce Chemical, and many others from the business community. Assistance from the non-public health community is essential and available to Public Health Week coordinators.



How To Reach the Community Through Awards Ceremonies

Public Health Week event/program:

"Hidden Heroes" Awards Ceremony

Location: Montana

Size of population served: Entire State

Total number of people working on this project: 4

Time needed to plan for and complete the project: 5 months

Step 1: Forming a committee to start planning

1. Form a committee to work on this project in November.

Montana had 7 to 8 people on its committee.

2. Create a meeting schedule.

Montana's committee met bimonthly until the end of February. Beginning in March, it met once per week.

3. Determine what partners you would like to work with and what their contributions will be.

Montana worked with eight programs and two divisions within the health department. Each department made a monetary contribution totaling \$3,500.

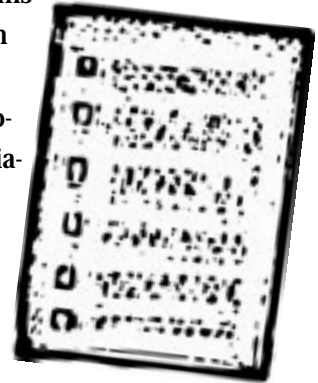
4. Create a draft nomination form in November.

The nomination form requests information about the person or program to be recognized.

5. Solicit nominations. Allow at least 3 months between the time the nomination form is created and the return deadline.

Send nomination forms to city and county health departments, State agencies, clinics, hospital associations, physician associations, nurse associations, and others.

6. Select the location and guest presenter for the awards ceremony.



Montana held its awards ceremony on April 4 at the Capitol, with the Governor as guest presenter.

Step 2: The selection process

1. Screen the responses for finalists with your committee.
2. Select the winners.
3. Prepare the winners' certificates.

Buy paper at a local store, and create graphics and text using a desktop computer.

Step 3: Contacting the winners

Telephone the winners 1 month before the event and invite them to the celebration.

Winners should pay for their own travel expenses.

Step 4: Obtaining media attention

1. Send press releases to all media outlets on at least 3 consecutive days prior to the event.
2. Telephone the media directly.

Montana telephoned bureau correspondents for print, three news directors for radio, and two news directors for statewide television bureaus.

Step 5: Debriefing

1. Meet with the committee to discuss what did and did not work.
2. Write a final report.

Discussion

The State of Montana honored 10 individuals, 1 task force, and 5 public health programs during its “Hidden Heroes” celebration. The award winners were recognized for their outstanding contributions to public health across the State. After the awards were presented, the winners were photographed with the Governor. The photographs were sent to the hometown newspapers of the award winners. About 15 newspapers picked up the “Hidden Heroes” story and wrote articles about the winners and the event.



How To Reach the Community Through a Mall Event

Public Health Week event/program: Mall Health Fair

Location: Washington County Health Department, Maryland

Size of population served: 100,000 to 249,999

Total number of people working on this project: 1 coordinator, 12 exhibitors,

9 people performing screenings

Time needed to plan for and complete the project: 2 months

Step 1: Planning the event

1. Develop a committee to plan and implement the event.
2. Determine the scope of your event and coordinate it with appropriate departments and programs.

Washington County created 12 exhibits at the mall and a separate exhibit area for blood screening, blood pressure testing, height and weight measurements, and nutritional assessments.

3. Contact a local mall. Speak with the mall manager.

Discuss Public Health Week, the function of the health department, the purpose of doing such an event, and benefits for the mall, such as increased numbers of shoppers.

Step 2: Developing partners

1. Contact local laboratories.

Some laboratories may be willing to offer discounted blood tests or other services as a trade for free advertising on Public Health Week posters and flyers.

2. Contact local colleges and junior colleges.

As a result of calling a local junior college, Washington County was given the Annex Suite at the mall free of charge.

3. Post and distribute flyers through partners.

Utilize schools, YMCAs, businesses, religious organizations, laundromats, grocery stores, mall stores, and other channels to disseminate your flyers.

4. Post flyers in the mall.

Washington County also targeted mall-walkers.



Step 3: Contacting the media

1. Contact the local newspaper and notify it of the event.

For \$110, Washington County advertised the event in a block advertisement.

2. Send press releases to local radio stations, television stations, and newspapers.

Mail the releases about 1 week before the event, and outline what will be available to the community.

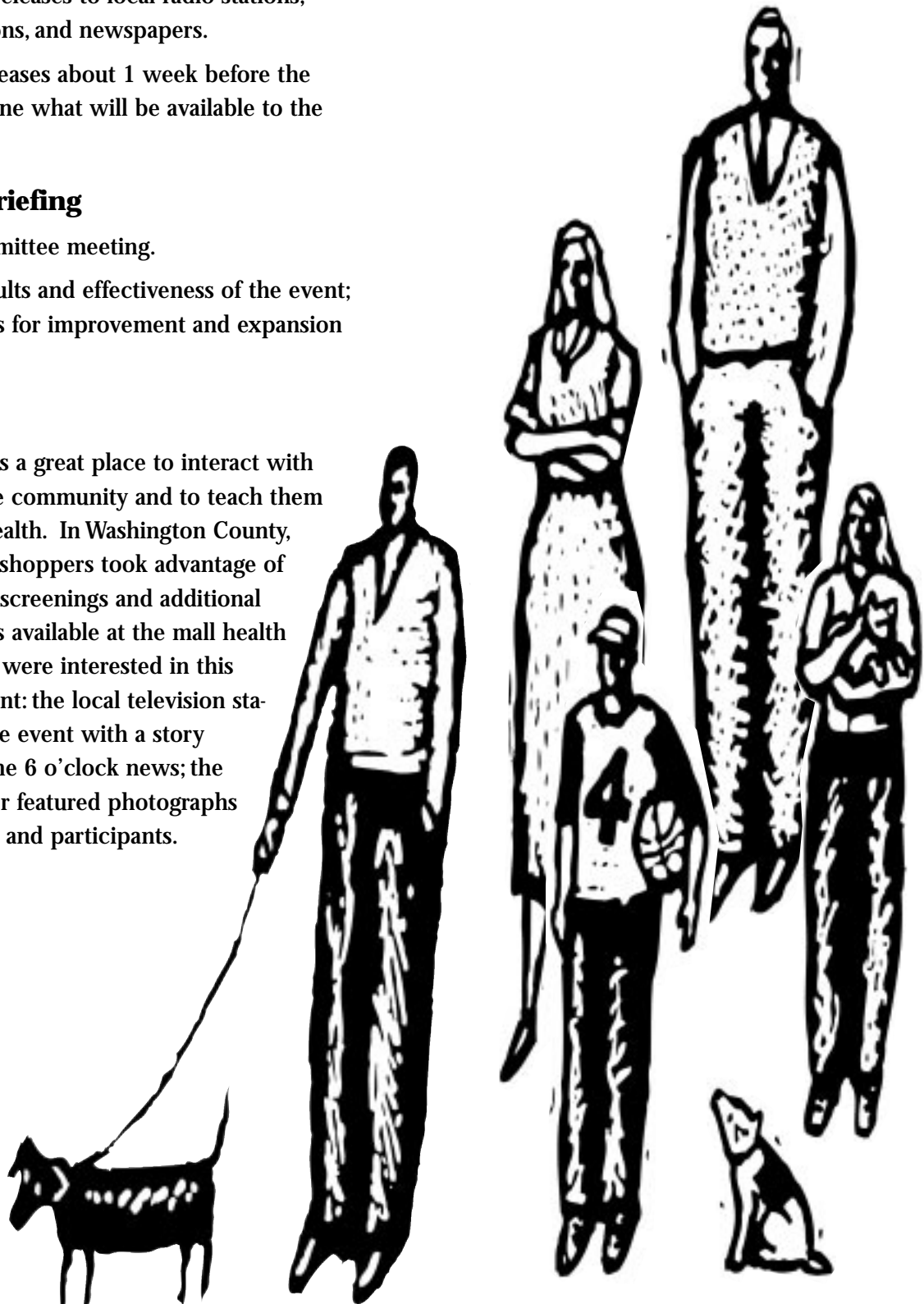
Step 4: Debriefing

1. Hold a committee meeting.

Discuss results and effectiveness of the event; determine areas for improvement and expansion for next year.

Discussion

The local mall is a great place to interact with members of the community and to teach them about public health. In Washington County, more than 250 shoppers took advantage of low-cost blood screenings and additional free health tests available at the mall health fair. The media were interested in this community event: the local television station covered the event with a story appearing on the 6 o'clock news; the local newspaper featured photographs of the activities and participants.



How To Reach the Community Through Distribution of Messages in Religious Flyers

Public Health Week event/program: Design and dissemination of inserts for churches

Location: Barton County Health Department, Lamar, Missouri

Size of population served: Fewer than 25,000

Total number of people working on this project: 2

Time needed to plan for and complete the project: 1 month

Step 1: Designing and producing the insert

1. Choose the paper size.

A half sheet of paper was chosen, as this was deemed appropriate for inserting in a church bulletin.

2. Decide on the contents and schedule of events to appear in the insert.

3. Determine a theme for the insert.

A logo and national theme were selected for creative reasons.

4. Identify local printers; negotiate the cost and select a vendor.

The Barton County Health Department's marketing budget paid for printing costs.

5. Negotiate a schedule in which to complete the project.

Printing was completed upon request, with a turnaround of under 1 week.

Step 2: The dissemination process

1. Obtain a list of targeted organizations.

Obtain a list of local churches. Thirteen were contacted in this case.

2. Set a date for dissemination.

In this case, the desired date was the Sunday before Public Health Week.

3. Confirm the interest in including the insert.

The church was telephoned 3 weeks before the dissemination date.

4. Ask to speak with the church secretary or deacons.

5. Provide the copy of the insert for content approval.

6. Offer to help stuff the inserts.

A secretary stuffed the inserts herself.

7. Deliver the inserts.

The total number of inserts disseminated was 1,620.

Discussion

Barton County Health Department achieved great success with this Public Health Week awareness program. As a supplement to this activity, similar flyers were developed and disseminated to the local public library, businesses, home-health patients, and all patrons of the local health department. The health department also advertised its schedule of events free of charge in the local paper and on the local access television channel.

This effective awareness program can be replicated and altered for other venues. Barton County also has placed its Public Health Week inserts in parent newsletters and bulletins of schools.



PUBLIC HEALTH IN AMERICA

Vision:

Healthy People in Healthy Communities

Mission:

*Promote Physical and Mental Health and Prevent
Disease, Injury, and Disability*

Public Health

- Prevents epidemics and the spread of disease
- Protects against environmental hazards
- Prevents injuries
- Promotes and encourages healthy behaviors
- Responds to disasters and assists communities in recovery
- Assures the quality and accessibility of health services

Essential Public Health Services

- Monitor health status to identify community health problems
- Diagnose and investigate health problems and health hazards in the community
- Inform, educate, and empower people about health issues
- Mobilize community partnerships to identify and solve health problems
- Develop policies and plans that support individual and community health efforts
- Enforce laws and regulations that protect health and ensure safety
- Link people to needed personal health services and assure the provision of health care when otherwise unavailable
- Assure a competent public health and personal health care workforce
- Evaluate effectiveness, accessibility, and quality of personal and population-based health services
- Research for new insights and innovative solutions to health problems

Adopted: Fall 1994, Source: Public Health Functions Steering Committee, Members (July 1995):

American Public Health Association • Association of Schools of Public Health • Association of State and Territorial Health Officials • Environmental Council of the States • National Association of County and City Health Officials • National Association of State Alcohol and Drug Abuse Directors • National Association of State Mental Health Program Directors • Public Health Foundation • U.S. Public Health Service—Agency for Health Care Policy and Research • Centers for Disease Control and Prevention • Food and Drug Administration • Health Resources and Services Administration • Indian Health Services • National Institutes of Health • Office of the Assistant Secretary for Health • Substance Abuse and Mental Health Services Administration

Topics for Promotion: Significant Gains in Health Reported!

From the U.S. Department of Health and Human Services:

Americans are getting healthier, according to new government statistics released in late 1997. In 1996, compared with 1995, significantly fewer patients died of AIDS, fewer teenagers gave birth, more women received prenatal care, and infant mortality dropped to an all-time low. The figures are included in a CDC report, "Births and Deaths, United States: 1996." The following trends from the report can be used in support of 1998 Public Health Week campaigns:

- **Life expectancy** reached an all-time high of 76.1 years in 1996, up from 75.8 in 1995.
- **HIV/AIDS mortality** declined 26 percent between 1995 and 1996, falling from the leading to the second leading cause of death among 25- to 44-year-olds.
- **The teen birth rate** declined for a fifth straight year. The teen birth rate for 15- to 19-year-olds dropped from 56.8 (per 1,000 women) in 1995 to 54.7 (per 1,000 women) in 1996. The teen birth rate has declined by 12 percent since 1991.
- **The age-adjusted homicide rate** dropped an estimated 11 percent, from 9.4 homicides per 100,000 population in 1995 to 8.4 in 1996.
- **Infant mortality** reached another new low of 7.2 deaths per 1,000 live births. An estimated 15 percent decline in mortality rates from sudden infant death syndrome (SIDS) explains about one-third of the decline in infant mortality.

Use a News Release and Health Statistics To Promote Public Health Week

The following pages contain templates for news releases, which you can send to local media to publicize Public Health Week in your area. One release emphasizes successes of your State and community in light of the recently announced national health statistics. The other release makes note of the need for more support for public health in your State or community in light of the recent health statistics.

Just fill in the gaps, providing information about your State or community and tailoring the release to issues you and your planning committee determine are important. Then send the press release to local radio, television, print media, and any other State and local media centers that can help publicize Public Health Week.

Sample News Release

MASSACHUSETTS TEEN PREGNANCY RATE
BELOW NATIONAL AVERAGE

Contact: John Smith
(000) 555-1234

Boston, April 1-The birth rate among teenagers in Massachusetts is below the national average, but public health officials in the State caution that there is still much to be done in reducing the number of pregnancies among the State's adolescent population.

The national teenage birth rate data are monitored by the Federal Centers for Disease Control and Prevention (CDC). The 1995 rate for Massachusetts was 34.3, while the national rate was 56.8, per 1,000 women between 15 and 19 years of age.

Massachusetts Health Commissioner, (insert name), said teenagers in the State reflect "what appears to be a national trend toward fewer pregnancies, but there is a lot more that can be done to continue the progress we have made so far."

Across the country, birth rates among adolescents decreased by 8.5 percent from 1991 to 1995. According to the CDC, the greatest decrease has occurred among black teenagers.

The Massachusetts Department of Health conducts several public health programs aimed at reducing teenage pregnancies. Last year, for example, the State conducted (list key successful programs).

(Insert quotes here from teenagers who have participated or benefited from these programs. Also insert anecdotal information here from teenage mothers who do not want their peers to make the same mistake they did.)

According to CDC data, while birth rates among teenage women have been declining in this country, they are still above those of other industrialized nations.

=more=

National Public Health Week

Teenage birthrates/ add one

“We need to continue our focus in this area, and this year’s National Public Health Week, which runs April 6-12, gives us the perfect opportunity to encourage teenagers in our State to continue to make smart choices to reduce teenage pregnancies,” (last name of Massachusetts Health Commissioner) said.

Here are several key events that have been planned for National Public Health Week. Those aimed at teenagers include: (List events, dates, places, focus, expected result. Attach list of all programs on teenage pregnancies to this release for local papers around the State.)

(Insert quote here from select local officials who have conducted programs in their communities.)

National Public Health Week was established in 1995 as a way to recognize the contributions of public health and prevention services to America’s well-being. The week-long event focuses public attention on State, community, and individual efforts aimed at preventing public health problems, such as teenage pregnancies, food-borne illnesses, and injury in the home.

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Sample News Release

ALABAMA TEEN PREGNANCY RATE
ABOVE NATIONAL AVERAGE

Contact: John Smith
(000) 555-1234

Montgomery, April 1-The birth rate among teenagers in Alabama has declined during the last few years, from 73.9 to 70.3, yet it is above the national average, and public health officials in the State are asking teenagers, their friends and parents, schoolteachers, and others to increase their involvement in local and State programs aimed at preventing teenage pregnancies.

The national teenage birth rate data are monitored by the Federal Centers for Disease Control and Prevention (CDC). The 1995 rate for Alabama was 70.3, while the national rate was 56.8 per 1,000 women between 15 and 19 years of age.

Alabama Health Commissioner, (insert name), said teenagers in Alabama reflect “what appears to be a national trend toward fewer pregnancies, but there is a lot more that can be done to continue the progress we have made so far.”

Across the country, birth rates among adolescents decreased by 8.5 percent from 1991 to 1995. According to the CDC, the greatest decrease has occurred among black teenagers. (Select other population group if relevant to your State or include all major population groups.)

The Alabama Department of Health conducts several public health programs aimed at reducing teenage pregnancies. Last year, for example, the State conducted (list key programs).

(Insert quotes here from teenagers who have participated or benefited from these programs. Also insert anecdotal information here from teenage mothers who do not want their peers to make the same mistake they did.)

=more=

National Public Health Week

Teenage birthrates/ add one

According to CDC data, while birth rates among teenage women have been declining in this country, they are still above other industrialized nations.

“We need to continue our focus in this area, and this year’s National Public Health Week, which runs April 6-12, gives us the perfect opportunity to encourage teenagers in our State to continue to behave in a responsible way to reduce teenage pregnancies,” (last name of Alabama Health Commissioner) said.

Several key events have been planned for National Public Health Week. Those aimed at teenagers include: (List events, dates, places, focus, expected result. Attach list of all programs on teenage pregnancies to this release for local papers around the State.)

(Insert quote here from select local officials who are planning to conduct programs in their communities.)

National Public Health Week was established in 1995 as a way to recognize the contributions of public health and prevention services to America’s well-being. The week-long event focuses public attention on State, community, and individual efforts aimed at preventing public health problems, such as teenage pregnancies, food-related diseases, and injury in the home.

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Promote Public Health With Radio

Live Announcer Scripts. Following are live announcer radio scripts developed around public health success stories to help you celebrate public health successes on radio.

Tips for Using Radio Scripts. These radio scripts are ready to use as is, featuring national examples and statistics. Each is 30 seconds long because this is the length preferred by most radio stations.

1. To use these radio scripts “as is,” copy them onto your own letterhead and address the letter to your contact at the radio station. If you do not already have a contact, call the station and ask for the name of the public service director or program director. For your convenience, a fill-in-the-blank letter to the Public Service/Program Director is included in this kit.
2. You can localize these scripts by adding the name of your local or State health department as the optional tag line. The radio station, should it choose to run the optional tag, will include its own call letters.

To add even more interest, you can offer radio stations the opportunity to interview local experts for a more in-depth look at each of the success stories featured in the radio scripts.

Public Health Week
Live Announcer Radio Script
:30

AIDS Mortality

Announcer:

Public Health...What is it?
It's a nurse at a local AIDS clinic
giving news to patients about amazing new
treatments that are re-shaping our
understanding of this disease.
She talks about these treatments and
their increasing availability as
the light of hope shines in the faces
of the patients...who are living longer
and better than at any time in the
17-year history of this illness.
That's public health. A force for education,
understanding... and service.

Tag:

Public health. Healthy people in
healthy communities.

Optional:

This message brought to you by *(insert name of local or
State health department)* and this station.

National Public Health Week

Public Health Week

Live Announcer Radio Script

:30

Infant Mortality

Announcer:

Public Health...What is it?

It's a young, expectant mother waiting for the caseworker who will bring her the information and advice she needs about how to care for herself and the baby that's on the way.

It's the look of calm in the young woman's face when she realizes that outreach programs such as the one she participates in have resulted in the lowest rates of infant mortality this century.

That's public health. A real part of the health and wealth of the future.

Tag:

Public health. Healthy people in healthy communities.

Optional:

This message brought to you by (*insert name of local or State health department*) and this station.

Public Health Week
Live Announcer Radio Script
:30

Life Expectancy

Announcer:

Public Health...What is it?

It's a 75-year-old walking through a park and stopping to drink the clean water that flows into the city's public fountains. And then, breathing deeply the pollution-free air before moving on.

Clean air and water programs and a hundred other public health efforts are so seamlessly woven into our lives that sometimes we can forget that life expectancy...for all Americans, is now longer than at any time in our history.

That's public health and it's worth remembering.

Tag:

Public health. Healthy people in healthy communities.

Optional:

This message brought to you by *(insert name of local or State health department)* and this station.

National Public Health Week

Public Health Week
Live Announcer Radio Script
:30

Immunization

Announcer:

Public Health...What is it?

It's the parents of a small child who will never know the fear that parents faced in the last century, when epidemics with names like rubella and scarlet fever cut their children down like wheat.

Because of the success of public health immunization programs over the last 80 years, the word epidemic alone is almost as unfamiliar as the names of those ancient diseases.

That's public health. Keeping disease where it belongs...in the past.

Tag:

Public health. Healthy people in healthy communities.

Optional:

This message brought to you by *(insert name of local or State health department)* and this station.

Sample Letter to Radio Stations

Dear Public Service/Program Director:

The enclosed live announcer radio scripts may be among the most important announcements you will air this year because they promote a little known but critically important entity of the lives of all Americans—Public Health. Public Health Week, April 6 through 12, 1998, has been designated as the time to celebrate the many successes of Public Health.

Today Americans enjoy better health, live in healthier conditions, know more about how to take care of their health, and live longer than at any time in the past. To a large extent, these trends are the result of the efforts and activities of Public Health. Public Health works...and we Americans are the living proof. To give you one major example for your listening audience, in the 20th century, Public Health efforts have added more than 25 years to the average lifespan of Americans.

This and other successes deserve to be shared with the public and many Public Health partners including the media, legislature, business, science, the medical community, government, and voluntary organizations. You can help share these successes by airing these live announcer public service spots.

If you have questions or recommendations, please contact me at _____
by writing _____ or calling _____.

Your assistance is important and appreciated.

Sincerely,

National Public Health Week

Give Public Health Your Best Shot

The National Public Health Week Steering Committee invites you to participate in a national photography contest. We're looking for great photographs of public health in action, such as:

- preventing epidemics and the spread of disease,
- protecting against environmental hazards,
- preventing injuries,
- promoting and encouraging healthy behaviors,
- responding to disasters and assisting communities in recovery, and
- assuring the quality and accessibility of health services,

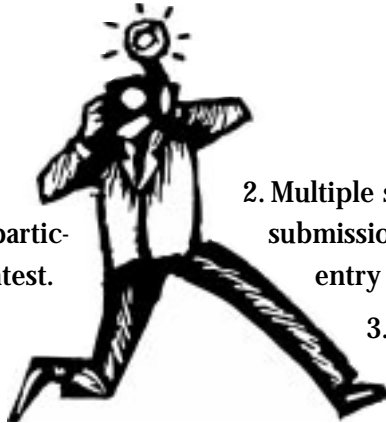
that can be used to promote the importance and contributions of public health to all Americans. All public health workers are eligible to participate, and either old or new photographs, taken by you, may be submitted. Cash prizes include:

- Grand Prize \$1,500
- Two First Prizes \$750 each
- Two Second Prizes \$500 each

The Grand Prize Winner will also receive an all-expense-paid trip to Washington, DC, to attend the awards ceremony during National Public Health Week, April 6-12, 1998.

Official Contest Rules

1. All photographs entered must be the original work of the photographer and must illustrate public health in action. Color or black and white 5" by 7" photos should be submitted with their negatives.



2. Multiple submissions are acceptable, but each submission must be accompanied by a separate entry form. Entry forms can be photocopied.

3. You must include a release form for all identifiable individuals (this excludes crowds) featured in your photo.

4. The following materials will not be accepted: composite photographs, digitally enhanced or manipulated images, previously published photos, photos pending publication, or scanned photos already distributed in magazines or books, or electronically.

5. With each photo you must submit the following: (1) a 5" by 7" photograph, (2) its negative and/or transparency, (3) entry form completed and signed, (4) release form(s) for individual(s) featured in your photo, if applicable, and (5) photo caption.

6. The National Public Health Week Steering Committee will have full ownership and use of your photograph and caption to promote public health or Public Health Week through broadcast/print media or in any publication, exhibit, or other outlet it deems appropriate.

7. Entries will not be acknowledged.

8. Each photo will be judged according to the following criteria: It (1) tells a story about public health at work; (2) offers a fresh view of a situation; (3) provides a strong image that blends style with content; (4) is relevant to the category; and (5) is of high quality.

9. Winners will be notified by March 2, 1998.

10. The decisions of the Public Health National Steering Committee will be final in all matters pertaining to this contest.

1998 National Public Health Photography Contest

Entry Form

Please print or type. Complete form in full and mail to National Public Health Photography Contest, c/o Prospect Associates, 1801 Rockville Pike, Suite 500, Rockville, MD 20852. Entries must be postmarked by January 30, 1998. A 5" by 7" print and its negative, placed in an envelope, must accompany the entry form. If the photograph contains a subject, the release form, next page, must be completed by the subject, giving us permission to have this photograph published.

Your Name: _____

Home Address: _____

City _____ **State** _____ **Zip Code** _____

Telephone: **Home** _____ **Office** _____

Employer: _____

Photograph Caption or Description: _____

Location and Date of Shoot: _____

Subject's Name (if applicable): _____

I, _____, affirm that this is my original work. I grant the National Public Health Week Steering Committee permission to use this work and my name and likeness in ways deemed appropriate to promote the contest and public health.

Signature: _____ **Date:** _____

National Public Health Week _____

1998 National Public Health Photography Contest

Release Form

I hereby consent to the use of this photograph of me or of my dependent(s) for the purposes of the National Public Health Photography Contest. I understand that by my signature below and the submission of this photograph, this photograph becomes the property of the National Public Health Week Steering Committee and that it, in its original form or in copy, can be used for publicity purposes in print, broadcast or electronic media, publications, exhibits, and other outlets to promote the contest and/or public health. I also understand that my signing of this release does not guarantee use of this photograph.

Name: _____

Signature: _____ **Date:** _____

National Public Health Week

National Public Health Week _____

1998 National Public Health Week Evaluation Survey



Name: _____

Organization: _____

Address: _____

Telephone: _____

Fax Number: _____ E-mail Address: _____

1. What was your theme for Public Health Week in 1998?

2. For how many years has your agency celebrated Public Health Week or Month?

3. What did you do to promote Public Health Week?

- ☐ Official proclamation
- ☐ Media activities (press release, op-ed piece)
- ☐ Letter to the editor
- ☐ Interviews
- ☐ Promotional materials (buttons, T-shirts)
- ☐ Series of community events
- ☐ PSA campaign
- ☐ Speakers bureau
- ☐ For elected officials - mailing, briefing, event
- ☐ For public health workers - newsletters, awards
- ☐ Consumer brochures
- ☐ Consumer calendars
- ☐ Consumer newspapers
- ☐ Other - specify:

4. What materials from the 1998 Planner's Guide did you use? (check)

- ☐ Great New Ideas
- ☐ Planning & Coordinating Public Health Week
- ☐ Marketing Plan
- ☐ Publicity Ideas
- ☐ Promotional How-To's
 - ☐ Radio
 - ☐ TV
 - ☐ Print
 - ☐ Events
 - ☐ Awards Ceremony
 - ☐ Mall promotions
 - ☐ Religious Flyers
- ☐ Public Health in America
- ☐ Topics for Promotion
- ☐ News Releases
- ☐ Radio Scripts

Please attach copies of materials you created and used.

5. Do you think Public Health Week should have continued support on the national level?

6. How can the National Steering Committee continue to assist you?

THANK YOU!

Please forward your completed survey to:

**Public Health Week Evaluations
CDC Office of Communication
MS D42
1600 Clifton Road, N.E.
Atlanta, GA 30333**



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